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Bereitschaft 101: Zombie-Apokalypse

„Preparedness 101: Zombie Apocalypse“ ist ein Blogbeitrag der United States Centers for Disease Control and Prevention (CDC), der eine Zombie-Apokalypse nutzt , um das öffentliche Bewusstsein für Notfallvorsorge zu schärfen . [1] In einem Blogbeitrag mit dem Titel „Preparedness 101: Zombie Apocalypse“ schreibt der Direktor des Office of Public Health Preparedness and Response der CDC, Konteradmiral Ali S. Khan : „Nehmen Sie zum Beispiel eine Zombie-Apokalypse. Das ist richtig, sagte ich Zombie-Apokalypse. Sie können jetzt lachen, aber wenn es passiert, werden Sie froh sein, dass Sie dies lesen, und hey, vielleicht lernen Sie sogar ein oder zwei Dinge darüber, wie man sich auf einen echten Notfall vorbereitet. [1]Khan vergleicht die bevorstehende Hurrikansaison und mögliche Pand dem Horrorfilm *Night of the Living Dead* und der Vi Amerikanern, sich auf Naturkatastrophen vorzube vorbereitet hätten. [1]

Rear admiral is a senior naval flag officer rank, equivalent to a major general and air vice marshal and above that of a commodore and captain, but below that of a vice admiral. It is regarded as a two star "admiral" rank. It is often regarded as a two-star rank with a NATO code of OF-7.

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Inspiration

Eine Woche vor der Zombie-Apokalypse arbeiteten Mitglieder der CDC-Gruppe, die für die Vorbereitung der Öffentlichkeit auf Naturkatastrophen und Pandemien verantwortlich ist, an der Botschaft, die die Hurrikansaison 2011 vorwegnimmt. [2] Dave Daigle, stellvertretender Direktor für Kommunikation, gab zu, dass „Vorbereitung und öffentliche Gesundheit nicht die heißesten Themen sind“. [2] Jemand in der Gruppe erinnerte sich an einen Tweet über Zombies im Zusammenhang mit der nuklearen Katastrophe in Japan , die durch das Erdbeben und den Tsunami in Tōhoku verursacht wurde . Dies lieferte die Idee für den kommenden CDC-Beitrag [2] , der am 18. Mai 2011 zusammen mit zwei Tweets implementiert wurde. [2]„Die ganze Idee war, wenn Sie auf eine Zombie-Apokalypse vorbereitet sind, sind Sie auf so ziemlich alles vorbereitet“, sagte Drew RN. [3]

Der Blogbeitrag

Der Blog-Beitrag der CDC enthielt vorsorgliche Tipps zu Zombies sowie die üblichen Tipps zur Vorbereitung eines Notfallkits sowie Notfluchtwege im Falle eines Erdbebens oder Hurrikans. Nachdem zum Beispiel erklärt wurde, wie die Öffentlichkeit vorbereitet werden sollte, „wenn Zombies vor Ihrer Haustür auftauchten“, fährt sie fort: „Sie können diesen Plan auch umsetzen, wenn es eine Überschwemmung, ein Erdbeben oder einen anderen Notfall gibt.“ [4]

> Plan your evacuation route. When zombies are hungry they won't stop until they get food (i.e., brains), which means you need to get out of town fast! Plan where you would go and multiple routes you would take ahead of time so that the flesh eaters don't have a chance! This is also helpful when natural disasters strike and you have to take shelter fast.[4]

Some commentators noted that May 21, 2011, the date predicted by Harold Camping as the beginning of the end-times, was several days after the blog post, though there was no mention of this speculation in the post itself.[5]

CDC website crash

The blog post generated Internet traffic that eventually crashed the CDC website.[6] Usually, CDC blog posts get traffic between 1,000 and 3,000 hits per week.[7] 30,000 hits were reported by the evening of May 18.[6][7] The post, oriented at "a young, media-savvy demographic", was read by so many that "by Thursday, it was a trending topic on Twitter".[6] Initially the tweet with the tagline *If you're ready for a zombie apocalypse, then you're ready for any emergency* got 12,000 followers; overnight the number of followers increased to 1.2 million, or 100 times the initial number.[2] Mr. Daigle commented that the number of followers of the CDC's zombie apocalypse tweets was comparable to the number of followers of the wedding of Prince William and Catherine Middleton: "We were trending yesterday! Things like the Royal Wedding trend. Not the CDC."[2]

Robert Pestronk, executive director of the National Association of County and City Health Officials, agreed that "The 'Zombie Apocalypse' scenario was a great way of getting information out so people can understand the need for preparedness."[8]

Reaction

Daigle said people were visiting the CDC's blog and following CDC tweets because they were mostly interested in zombies and were asking what weapons the agency would recommend to fight zombies. Khan's response to this inquiry was, "remember, we're a public-health center, so we're not going to recommend weapons. We'll leave that to the law-enforcement folks."[9] Chris Good from *The Atlantic* saw the absence of weapons recommendations (albeit, tongue-in-cheek) as a "downside to the CDC's warning" and wrote: "If a zombie apocalypse does happen—and this is important—do not follow the CDC's guidelines as your only course of action. The CDC zombie plan includes no mention of shotguns, torches, hot-wiring cars, seeking high ground, traveling at night vs. day, or really any worthwhile strategy for keeping zombies out of your house. Parts of it are good, but it probably would serve the public better in the event of, for instance, a hurricane."[9]

Others were concerned about taxpayer money being used for the CDC's budget; the CDC assured the public there was no additional cost for their zombie apocalypse blog post.[10]

Bill Gentry with the UNC-Chapel Hill School of Public Health said that the CDC deserves credit for trying something different, "but that doesn't mean the agency should start using vampires to promote vaccinations or space aliens to warn about the dangers of smoking."[11]

In February 2013, the government of the Canadian province of Quebec followed the CDC's lead in using zombies as a hypothetical example of a pandemic-type disaster that would require emergency preparedness.[12] A few days later, a tongue-in-cheek exchange ensued in the Canadian House of Commons between MP Pat Martin and Minister of Foreign Affairs John Baird, referring to the zombie preparedness plans in Quebec and the United States. The exchange drew international media attention.[13][14]

Video contest

The CDC announced a contest for the most creative and effective videos covering preparedness for a zombie apocalypse or apocalypse of any kind. In this video contest, the CDC challenged contestants to upload videos to YouTube demonstrating how they are preparing for emergency situations such as floods, earthquakes, hurricanes and zombie attacks.[15]

Graphic novel

In October 2011, the CDC published a *Zombie Pandemic* graphic novella written and created by Maggie Silver, with help from fantasy artist Bob Hobbs (layouts, pencils and inks), Alissa Eckert (coloring) and Mark Conner (lettering, assembly).[16]

Analyzing results

The CDC is planning to run a survey to find out how many of the blog's readers actually followed the tips and made recommended preparations for natural disasters, zombie attacks and other emergency situations.[9][10]

See also

- List of incidents of cannibalism
- *The Zombie Survival Guide*
- Zombie Squad

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External links

- CDC Zombie Preparedness articles (https://www.cdc.gov/phpr/zombie/index.htm)
- Survival Guide For A Zombie Apocalypse (https://www.uptoread.me/2022/05/how-to-survive-zombie-apocalypse.html)

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